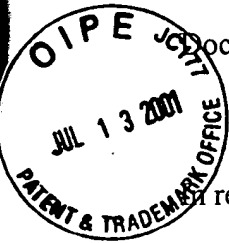


Receipt



Application No.: 38188-382

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Re Application of

Alan K. GORENSTEIN

Serial No.: 09/766,636

Group Art Unit: 2183

Filed: January 23, 2001

Examiner: not yet assign

For: SYSTEM AND METHOD FOR COMPOSITE CUSTOMER SEGMENTATION

RECEIVED  
SEP 07 2001  
Technology Center 2100

REQUEST FOR CORRECTED FILING RECEIPT

Commissioner for Patents  
Washington, DC 20231

Sir:

Attached is a copy of the Filing Receipt received from the U.S. Patent and Trademark Office in the above-referenced application. It is noted that the Title is incorrect on the filing receipt. Attached is a copy of the Declaration and Power of Attorney, which evidences that the title should read as:

**SYSTEM AND METHOD FOR COMPOSITE CUSTOMER SEGMENTATION.**

It is requested that a corrected filing receipt be issued.

Respectfully submitted,  
MCDERMOTT, WILL & EMERY

Wesley L Strickland  
Registration No. 44,363

600 13<sup>th</sup> Street, N.W.  
Washington, DC 20005-3096  
(202) 756-8000 PD:jgh  
**Date: July 13, 2001**  
Facsimile: (202) 756-8087



## UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS  
UNITED STATES PATENT AND TRADEMARK OFFICE  
WASHINGTON, D.C. 20231  
www.uspto.gov

APPLICATION NUMBER	FILING DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	DRAWINGS	TOT CLAIMS	IND CLAIMS
09/766,636	01/23/2001	2183	808	38188-382	2	21	4

CONFIRMATION NO. 8377

## FILING RECEIPT



\*OC000000005918997\*

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APR - 4 2001

McDermott, Will &amp; Emery

Date Mailed: 03/30/2001

McDERMOTT, WILL & EMERY  
600 13th Street, N.W.  
Washington, DC 20005-3096

Receipt is acknowledged of this nonprovisional Patent Application. It will be considered in its order and you will be notified as to the results of the examination. Be sure to provide the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION when inquiring about this application. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. If an error is noted on this Filing Receipt, please write to the Office of Initial Patent Examination's Customer Service Center. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the PTO processes the reply to the Notice, the PTO will generate another Filing Receipt incorporating the requested corrections (if appropriate).

## Applicant(s)

Alan K. Gorenstein, Bexley, OH; /

## Assignment For Published Patent Application

Intimate Brands, Inc.,;

## Continuing Data as Claimed by Applicant

## Foreign Applications

If Required, Foreign Filing License Granted 03/29/2001

Projected Publication Date: Request for Non-Publication Acknowledged

Non-Publication Request: Yes

Early Publication Request: No

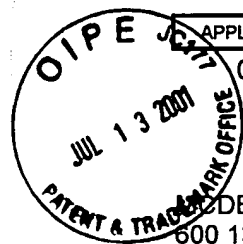
## Title

System and method for composite [consumer] segmentation

## Preliminary Class

Customer

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**Date: 03/30/2001**

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Title 35, United States Code, Section 184  
Title 37, Code of Federal Regulations, 5.11 & 5.15**

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- o The articles such as "a," "an" and "the" are not included as the first words in the title of an application. They are considered to be unnecessary to the understanding of the title.
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Any corrections that may need to be done to your Filing Receipt should be directed to:

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Bib Data Sheet

CONFIRMATION NO. 8377

<b>SERIAL NUMBER</b> 09/766,636	<b>FILING DATE</b> 01/23/2001 <b>RULE</b>	<b>CLASS</b> 712	<b>GROUP ART UNIT</b> 2162	<b>ATTORNEY DOCKET NO.</b> 38188-382
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## APPLICANTS

Alan K. Gorenstein, Bexley, OH;

\*\* CONTINUING DATA \*\*\*\*\*

\*\* FOREIGN APPLICATIONS \*\*\*\*\*

## IF REQUIRED, FOREIGN FILING LICENSE GRANTED

\*\* 03/29/2001

Foreign Priority claimed <input type="checkbox"/> yes <input type="checkbox"/> no	<b>STATE OR COUNTRY</b> OH	<b>SHEETS DRAWING</b> 2	<b>TOTAL CLAIMS</b> 21	<b>INDEPENDENT CLAIMS</b> 4
35 USC 119 (a-d) conditions met <input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> Met after Allowance				
Verified and Acknowledged	Examiner's Signature	Initials		

## ADDRESS

 MCDERMOTT, WILL & EMERY  
 600 13th Street, N.W.  
 Washington, DC 20005-3096

## TITLE

System and method for composite customer segmentation

<b>FILING FEE RECEIVED</b> 808	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:	<input type="checkbox"/> All Fees
		<input type="checkbox"/> 1.16 Fees ( Filing )
		<input type="checkbox"/> 1.17 Fees ( Processing Ext. of time )
		<input type="checkbox"/> 1.18 Fees ( Issue )
		<input type="checkbox"/> Other _____
		<input type="checkbox"/> Credit